

CONTRACT



KDVR
100 E. Speer Blvd
Denver, CO 80203
(303)595-3131

And:

American Media & Advocacy Group
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 565138 /		<u>Alt Order #</u> 09780464
<u>Product</u> COORS - CO-7		
<u>Contract Dates</u> 09/11/12 - 09/17/12	<u>Estimate #</u> 2730	
<u>Advertiser</u> Coors/R/Congress		<u>Original Date / Revision</u> 07/31/12 / 08/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KDVR	<u>Account Executive</u> Alexandra Bradley	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 53.40
<u>IDB#</u>	<u>Advertiser Code</u> 228	<u>Product Code</u> 410
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	31	09/11/12	09/11/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----				1	\$450.00	1.10			
N 2	31	09/12/12	09/12/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$450.00	1.10			
N 3	31	09/13/12	09/13/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$450.00	1.10			
N 4	31	09/14/12	09/14/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--				1	\$450.00	1.10			
N 5	31	09/17/12	09/17/12	M-F 530-6a Good Day	530-6a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$450.00	1.10			
N 6	31	09/11/12	09/11/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----				1	\$450.00	1.20			
N 7	31	09/12/12	09/12/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$450.00	1.20			
N 8	31	09/13/12	09/13/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$450.00	1.20			
N 9	31	09/14/12	09/14/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--				1	\$450.00	1.20			
N 10	31	09/17/12	09/17/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$450.00	1.20			
N 11	31	09/11/12	09/11/12	Good Day Colorado	7a-8a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----				1	\$400.00	0.80			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Advertiser</u> Coors/R/Congress		<u>Original Date / Revision</u> 07/31/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals SpotsAmount	
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
N 12	31	09/12/12	09/12/12	Good Day Colorado	7a-8a		:30				NM	1	\$400.00
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
Week:		09/10/12	09/16/12	--W----				1	\$400.00	0.80			
N 13	31	09/13/12	09/13/12	Good Day Colorado	7a-8a		:30				NM	1	\$400.00
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
Week:		09/10/12	09/16/12	---T---				1	\$400.00	0.80			
N 14	31	09/14/12	09/14/12	Good Day Colorado	7a-8a		:30				NM	1	\$400.00
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
Week:		09/10/12	09/16/12	----F--				1	\$400.00	0.80			
N 15	31	09/17/12	09/17/12	Good Day Colorado	7a-8a		:30				NM	1	\$400.00
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
Week:		09/17/12	09/23/12	M-----				1	\$400.00	0.80			
N 16	31	09/15/12	09/15/12	Rockies Baseball	130p-CC		:30				NM	2	\$2,600.00
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
Week:		09/10/12	09/16/12	-----S-				2	\$1,300.00	5.50			
N 17	31	09/16/12	09/16/12	FOX News Sunday	9a-10a		:30				NM	1	\$150.00
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
Week:		09/10/12	09/16/12	-----S				1	\$150.00	0.50			
N 18	31	09/11/12	09/11/12	M-F 530p-6p Fox 31 N	530p-6p		:30				NM	1	\$400.00
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
Week:		09/10/12	09/16/12	-T-----				1	\$400.00	1.00			
N 19	31	09/14/12	09/14/12	M-F 530p-6p Fox 31 N	530p-6p		:30				NM	1	\$400.00
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
Week:		09/10/12	09/16/12	----F--				1	\$400.00	1.00			
N 20	31	09/15/12	09/15/12	News Sa 530-6p	530p-6p		:30				NM	1	\$200.00
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
Week:		09/10/12	09/16/12	-----S-				1	\$200.00	1.10			
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Rtg	Type		
1	31	09/10/12-09/16/12		News Sa 530-6p	530p-6p	-----Sa--	:30		\$200.00	1.10	NM		
See MG 20.2													
2	31	09/11/12-09/17/12		Good Day Colorado	8a-9a	MTuWThF----	:30		\$200.00	1.10	NM		
Ⓜ MG for 20.1 09/15													
N 21	31	09/16/12	09/16/12	News Sunday 5p-530p	5p-530p		:30				NM	1	\$200.00
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
Week:		09/10/12	09/16/12	-----S				1	\$200.00	1.10			
N 22	31	09/16/12	09/16/12	News Su 530-6p	530p-6p		:30				NM	1	\$200.00
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
Week:		09/10/12	09/16/12	-----S				1	\$200.00	1.10			
N 23	31	09/15/12	09/15/12	College Football Lat	5p-cc		:30				NM	2	\$3,600.00
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
Week:		09/10/12	09/16/12	-----S-				2	\$1,800.00	3.50			
N 24	31	09/12/12	09/12/12	M-F LN 9p-930p News	9p-930p		:30				NM	1	\$875.00
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
Week:		09/10/12	09/16/12	--W----				1	\$875.00	3.00			
N 25	31	09/14/12	09/14/12	M-F LN 9p-930p News	9p-930p		:30				NM	1	\$875.00
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
Week:		09/10/12	09/16/12	----F--				1	\$875.00	3.00			
N 26	31	09/15/12	09/15/12	Sa LN 9p-930p	9p-930p		:30				NM	1	\$500.00
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating			
Week:		09/10/12	09/16/12	-----S-				1	\$500.00	2.30			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 27	31	09/15/12	09/15/12	Sa LN 930p-10p	930p-10p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$400.00	1.80			
N 28	31	09/16/12	09/16/12	Su LN 9p-930p	9p-930p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S				1	\$1,000.00	2.60			
N 29	31	09/12/12	09/12/12	TMZ	1035p-1105p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----				1	\$450.00	0.70			
D 30	31	09/14/12	09/14/12	TMZ	1035p-1105p		:30				NM	0	\$0.00
D 31	31	09/17/12	09/17/12	TMZ	1035p-1105p		:30				NM	0	\$0.00
N 32	31	09/11/12	09/11/12	Good Day Colorado	8a-9a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----				1	\$200.00	0.70			
Totals										53.40		32	\$18,550.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/17/12	32	\$18,550.00	\$15,767.50
Totals	32	\$18,550.00	\$15,767.50

Signature: _____ **Date:** _____

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